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ARMcomm Writing & Training

ARMcomm arms clients within the Aviation, Rescue-Military Medical markets through promotional, editorial and educational communications by adding muscle power to word choice that puts words to work with...**rosie rigor & riveting results!**

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Introducing... The 'short story, TALL DRINK' monthly membership club

ARMcomm Launches 'short story, TALL DRINK'
Club Connecting Military Veterans-Authors with
Restaurants-Bars via ZOOM Readings, to educate
and entertain, and to sell books too

Storytelling-Readings by Military Veterans-Authors who
Educate and Entertain as Oral Historians

The 'short story, TALL DRINK' Member Club is the sole ownership of its creator Amy Gallagher 2020.

Welcome back to the iconic 1970's, 80's and 90's as expressed by the actors on the American sitcom television series shows, Cheers and 'M.A.S.H', the short story, TALL DRINK club is like Cheers and M.A.S.H. playing out right in your own living room with like-minded people who become your friends and even, some, will become your family.

CHEERS

From 1982-1993, the 'regulars' of the Boston bar that became the 'home' on the American sitcom television series, 'Cheers,' shared their experiences and their lives, and learned how to love each other 'warts and all' as they grew into an extended family for each other other, and in watching on Cheers, they became our – the viewers - extended family as well. The members of the 'short story, TALL DRINK' Club create a similar 'home' for their 'regulars' [patrons] of the restaurant-bar establishment, where 'everyone knows your name.'

MASH

M*A*S*H was an American war comedy-drama television series that aired on CBS from 1972 to 1983. Originally based on Richard Hooker's 1968 novel *MASH* — a novel about three Army doctors who cared for the injured during the Korean War — the series brought to life the members of the 4077th Mobile Army Surgical Hospital or 'M.A.S.H.' It used humor — some of it dark — to allow the characters, and the audience, to escape the horror and depression of a war torn existence. The characters did the best they could, with what they had at the time, to stop and 'smell the roses,' and to reflect on the good, the beauty, and the funny that life always brings regardless of the situation. They came to respect each other's differences, resolve conflict, and build stronger relationships as a result. This can, and does, happen in real life too.

Sit back and enjoy the read.
You'll want to be a part of this club.

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What is the ‘short story, TALL DRINK’ Club?

It’s a military veteran’s voice of their published writing in one hand, and a tall drink in the other, as shared in the form of oral history from the storyteller through the establishments of restaurants and bars throughout the United States. By the establishments’ monthly membership, the veterans’ stories are communicated via recorded, or live, Zoom readings from the military veteran-author-storyteller themselves.

Restaurant and bar patrons will be able to listen and learn, while sharing and caring about the nation’s history as lived by these veterans. The military veterans-authors remain the only voice in which to gain true insight into their vast, diverse experiences as expressed in their equally diverse writing styles. Each story is a piece of American history, printed and verbally shared. In truth, their readings represent oral history from primary sources. Each story is unique. Each author is unique.

Experiences beget more experiences that exponentially engage the audience. This community of writers will educate and entertain through their books and stories.

There are only a few places where you can escape from the harsh realities of life — just as we did with Cheers and M*A*S*H — to bond with other like-minded people and find the humor in our daily lives. We felt like a family of survivors who understood one another perfectly. Each member of the cast brought their own story based on his/her own unique experiences and life’s circumstances. The ‘short story, TALL DRINK’ Club accomplishes the same.

No two people are exactly alike. No two stories are alike either. But all the authors share one thing in common: they served our country in the United States military. All of them endured to reach the ‘point of perspective’ that birthed a new life — the life as a published author. We can easily say that each military veteran-author is making a difference --- a second time around.

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Why should restaurants and bar establishments join the ‘short story, TALL DRINK’ Membership Club?

In this COVID-era, each business — especially bars and restaurants — have been struggling to retain existing customers and attract new ones. The ‘short story, TALL DRINK’ Club is designed to educate and entertain — ‘edu-tain’ — through the stories of military veterans who have become published authors.

These military veterans are a select group, in many ways. Baby Boomers represent the 76 million people born post WWII between 1946 and 1964. ‘Boomers’ are the wealthiest, most active, and have the most disposable income for food, apparel, travel, and retirement programs. This generation also has the highest percentage of individuals, of any generation, who served in the military.

The ‘short.story.TALL.DRINK’ Platform Creates ‘Cheers’ and ‘MASH’ Atmosphere for Restaurant-Bar Patrons and a Venue of Voice for Military Veterans-Authors

Approximately three quarters of a million of this group are Vietnam-era veterans, with an average age of 65. Many of these veterans have become published authors.

Why is the ‘Boomer’ Generation Important to Members?

* This demographic has worked hard for their money, invested shrewdly, and are not afraid to spend it when they are able to assess that they are getting the best ‘bang for the buck.’

*They enjoy having a good time, and now have the time to pursue those good times.

*‘Boomers’ bring invaluable experiences translatable as historical accounts in American history --- educators and oral historians - as lived before and during the war, and today, as a published author.

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* These ‘Boomers’ are a generation of readers of physical, printed books and magazines because that’s how they were raised. They are perhaps the last generation

of these types of readers. And...they grew up hearing stories from their parents and grandparents, and actually enjoyed listening and learning, primarily because the storytelling was so engaging, they didn't realize they were learning. They enjoy hearing a good story. More importantly, they love a great storyteller and that is exactly what the 'short story, TALL DRINK' Club offers your patrons. This is accomplished through the medium of recorded, or live, Zoom readings from the military veteran-author-storyteller themselves.

With a short story in one hand and a tall drink in the other, a revolutionary, yet retro membership club creates a 'home' for military veterans-authors via Zoom readings in restaurants-bars where patrons enjoy 'edu-taining' experiences

* Military veterans, of all ages, enjoy the company of other veterans — no matter the age difference. There is a shared experience and bonding. They know the value, insight, and enjoyment they experience from hearing 'war stories.'

* People go out to a bar or a restaurant at varying intervals. Patrons eat and drink, and then usually go on their way. Knowing when or if they will come back is always a question. But we all know that repeat customers — and customers who stay longer with each visit — *spend more money!* And that is precisely what the 'short story, TALL DRINK' Club will do for you.

*They watched Cheers and M*A*S*H weekly, and later watched all the reruns! These viewers not only welcomed the shows' characters into their living rooms each week, but they also internalized the lives of the characters with their own. The dialogue was so real and the characters so transparent, authentic --- the best way to get to know a person, whether a favorite actor or your next-door neighbor.

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*Your patrons will join with other like-minded friends — and perhaps new acquaintances, of different ages, whether or not they were in the military, who may become friends — each and every week to listen to, discuss, interpret, and become engaged with the stories and the characters. They will 'see' something of themselves

as they, too, internalize these stories and characters as they did with Cheers and M*A*S*H.

Members Receive a Value-Added Benefit

As an added benefit, a teaser of the following week's story — like a show's preview — will be given to each member of the club, to encourage their return. There will also be a live Podcast, during that same week, where your members can call in and talk with the author to discuss *their* interpretation of the story and the characters, as well as learning the 'backstory' of the author.

Engaged Patrons Become 'Regulars'

In short...you will get larger groups of patrons to frequent your establishment on a more predictable basis; they will stay longer which translates into them spending more of their money and; they will enjoy doing so because they know they are engaged in a unique form of entertainment with an educational benefit of learning more about American history and war history, while believing they are getting the most bang for the buck — a true win-win for all.

As published authors, the military veterans are making a difference a second time around.

The Time is Now to Join the Club!

To join the 'short story, TALL DRINK' Club as a restaurant or bar establishment, please read and review the following details about membership participation. The 'short story, TALL DRINK' Club is a platform for restaurants and bars to deliver a combined entertainment and educational experience to their patrons via a military veteran author who reads his/her published work. The author's reading is conducted either through a prerecorded or live video delivered through Zoom, or another agreed upon outlet. The stories are diverse and include fiction, non-fiction and creative non-fiction.

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Introducing a Military Veteran-Author

As an example, military veteran-author L.D. Zane captivates audiences with his tightly woven fiction and creative non-fiction stories in his recently-published collection of short stories, *It's Always My Fault and Other Short Stories*. In his anthology, a collection of diverse short stories, L.D. Zane recommends a specific drink for every story — a fun way to introduce new drinks for your customers!

Why Does L.D. Write?

“I believe all stories — like people — have a destiny.
They both end the way they’re supposed to.”

More about L.D Zane

L.D. served in the U.S. Navy from 1968 to 1975, which included five years aboard nuclear-powered, Fast Attack submarines. His first submarine mission was an under-ice expedition to the North Pole — an adventure few will ever experience. L.D.’s life is quieter now. He is retired and has been devoting more time to writing novels and short stories — something he did not start until his early 60s. L.D. is one of the founding members of The Bold Writers group. He resides with his wife in the town of his birth — a small city in southeastern Pennsylvania. L.D.’s short stories have been published in over two dozen literary journals. He can be contacted through his website at www.ldzaneauthor.com where his short stories can also be published.

More about the ‘short story, TALL DRINK’ Membership Club Scheduled Author Readings

[For the purpose of this membership club information, references to “Agency” represent ARMcomm Writing & Training, Amy Gallagher]

A. Four [4] readings per month by a military veteran-author

- One [1] video recording/reading each week
- Pre-recorded or live via Zoom or other agreed upon outlet
- Due to the pandemic, virtual readings/author visits will remain as we look forward to onsite, in-person readings and visits.

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Podcasts can be scheduled at the end of the 4 weeks/4 readings when the veteran-author and the patron can interact with questions and answers, discussion points, shared experiences. To schedule podcasts, contact the *Agency when registering for the membership club.

B. Copies of the Short Story-Book Chapter Information

Copies of a list of the stories with a synopsis [as well as the recommended drink for L.D. Zane’s readings] will be distributed to the establishment for the purpose of informing their patrons about the upcoming veteran-author, short story, book chapter,

as well as the author's information to contact the author and/or purchase the author's book. Discounts will be calculated based on the number of books ordered. Authors are diverse as is the content and the experience. Members can view a list of titles and the biography of each author prior to making their selection. Contact Agency* to receive a copy of the author's biography and list of published titles.

C. PR for Restaurants-Bars

Agency* will distribute a press release to the media about the author's readings and the restaurant-bar hosting the readings. The Agency* will send a draft of the press release to the restaurant-bar prior to distribution to the media. Restaurants and Bars will receive 'free PR' in all media outlets based on the Agency's national media database.

D. Increased Business and Sales

Members - Restaurants and Bar establishments will likely become the place 'where everyone knows your name' and as a result, will enjoy the increased profits from creating a community within each establishment. Please note that restaurants-bar establishments have the option to promote a specific drink each week or each month to align with the membership club's lead military veteran and author, L.D. Zane in his recently-published book, "It's Always My Fault and Other Short Stories." Please notify the Agency in advance of a 'drink recommendation' change request.

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E. Camaraderie & Communication

The stories shared by the military veterans-authors creates a place of comfort within the establishment for all patrons to communicate with one another about American history, about diverse writing styles, and shared life experiences. Patrons naturally become closer and as a result, return to the establishment on a regular basis, thus becoming 'regulars' like the TV show Cheers. It happens in real life too.

F. Monthly Newsletter

Members will receive a monthly newsletter from the Agency containing information about military authors, recently-published books, special events, themed feature articles, author spotlight, restaurant-bar profile with Q&A

G. Monthly Membership Cost - Uniquely Tailored for each Member

The 'short story, TALL DRINK' Membership Club is a national program. As such, we realize there cannot be a 'one-size-fits-all' pricing policy. Each member - restaurant/bar -- is unique with respect to budget, monthly membership or annual membership, audience-patrons, location, marketing goals, and challenges of operating a business during the pandemic. Because of this, we are willing to tailor a program that will meet our members' goals and budget. For more information, please contact Amy Gallagher at ARMcomm Writing & Training at amy@writearm.org or 817.793.0945 voice+text.

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**Amy Gallagher | ARMcomm Writing & Training |
Serving the U.S. Military Veterans through the 'short story, TALL DRINK' Membership Club
Restaurants-Bar Establishments and their Patrons**

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